



**Iowa Mississippi River Parkway
Commission**

2012/2013 Annual Report

August 2013



IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

2012/2013 ANNUAL REPORT

AUGUST 2013

John Goodmann
Chair

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

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MISSION STATEMENT

The Iowa Mississippi River Parkway Commission (IAMRPC) was organized to:

- Preserve, promote and enhance the scenic, historic, natural, archaeological, cultural and recreation resources of the National Scenic Byway (NSB)/Iowa Great River Road (GRR) and the Iowa Mississippi River Valley.
- Foster economic growth of the Mississippi River corridor.
- Develop the National Scenic Byway/Great River Road.

GOALS AND OBJECTIVES

- Assist in coordinating the increase of investment and awareness of the National Scenic Byway/Iowa Great River Road and its amenities with roadside parks, scenic overlooks, educational experiences and opportunities and historic information.
- Increase the awareness for stakeholders of funding through transportation enhancement funds.
- Develop communication opportunities to tell the stories of the National Scenic Byway/Great River Road.
- Arrange community involvement meetings and workshops.
- Advocate for the Great River Road development studies.
- Advocate for transportation related projects that incorporate the principles of context sensitive design.
- Advocate for the use of sustainable design principles such as L.E.E.D. (Leadership in Energy and Environmental Design.)

A major factor in achieving these goals and objectives is partnering with area and national groups and associations that have similar goals and interests. By networking with other organizations, we can best utilize all our assets, including financial, contacts, and personnel.

IOWA MRPC COMMISSION MEETINGS

The Iowa MRPC met on 5 separate occasions in the past year. July 26, 2012 at the Mississippi River Eco Tourism Center in Camanche, September 28, 2012 at the national MRPC meeting in Louisville, Kentucky, February 7, 2013 at the Bettendorf, IA public library, March 21, 2013 at the Lodge in Bettendorf, IA and April 27, 2013 at the Isle of Capri Hotel in Bettendorf, IA as a part of our national semi-annual meeting of the MRPC. The minutes of each of those meetings are included in this report.

IOWA MRPC STRUCTURE

The Iowa Commission consists of ten commissioners appointed by the Governor of Iowa representing the ten counties that border the Mississippi River. The commission by Iowa statute is gender and politically balanced. In addition, there are five technical members representing: Iowa Department of Transportation, Department of Economic Development, Iowa Department of Natural Resources, Iowa Office of Tourism, and U.S. Army Corps of Engineers.

The commission has received verbal commitments from the Iowa Department of Economic Development and Tourism to appoint new commissioners but as of the date of this report no formal appointment has been completed.

An updated Iowa MRPC commission list is attached.

IOWA MRPC BUDGET

The FY2012 budget for the Iowa MRPC was approved by the Iowa DOT for \$40,000. (see highlights). The budget includes 2012 National MRPC dues, National Scenic Byway Grants matching funds, MRPC conferences and Iowa Commission meetings and travel expenses, office expenses, mailings, and telephone long distance expenses.

IOWA ACTIVITIES AND WORK PLAN

Iowa MRPC Website Development

The Iowa MRP website continues to evolve. www.iowagreatriverroad.com
The host, Dubuque365.com continues to add content to the site.

Features of the website include:

For the Traveler:

- A history of the MRPC, biographies of members and mission statement.
- A history of the river, towns, and counties with appropriate photography.
- Fantastic photography and panoramic photos of the Mississippi River.
- Schedule of events that can be sorted by date, location, type, etc.
- Mapping ability and ability to zoom in on maps and select location links.
- An itinerary or trip planner that prints an agenda – by city, type of event, etc.
- Ability to feature links with maps and icons and print a route with mileage.

For the Iowa Stakeholder:

- Easy to use and update with 100% immunity to viruses.
- Unlimited addition and editing of pictures and text.
- Fully managed, Tier-1, secure fiber-optic website and email hosting facilities.
- Ability to support advertising or sponsors for maintaining the site.

NSB Grants submitted by Iowa Stakeholders

The Iowa MRPC reviewed several NSB grants submitted for the Iowa Great River Road funding and sent recommendations for funding to the Iowa DOT.

Iowa MRPC Corridor Management Plan

As reported in our 2010-2011 report, the Iowa MRPC received a \$260,000 National Scenic Byway Grant for the purpose rewriting and modernizing the CMP for the Iowa Great River Road. The Iowa MRPC hired David Dahlquist and Associates as consult to construct this new CMP. Much work has commenced in this effort. A new reference library of materials related to the Iowa Great River Road has been developed by Dahlquist and Associates which can be accessed via the internet. Work continues in 2012/2013 by Dahlquist and Associates in structuring the new CMP. This year our consultant is performing visitor surveys at a number of locations along the Great River Road including many of the Interpretive Centers in an effort to better identify the travelers along our byway, both local residents and those that have traveled a great distance. Dahlquist and Associates has also been working to organize and expand the Iowa MRPC stakeholder list. Our stakeholder list now has over 1100 contacts, most of which can be contacted via electronic communication.

Great River Road Interpretive Centers

The Eco Tourism Center in Camanche, Iowa located in Clinton County has applied successfully to the National MRPC to be recognized as an MRPC Interpretive Center. This site has been added to the National MRPC Interpretive Center list as an attraction in 2012 and has been included in our Great River Road Map as a certified visitor center. The Center received official recognition in a ceremony at the Mississippi River Museum in Dubuque during the National MRPC semi-annual meeting in April.

Explore our Great River Map

The Iowa MRPC approved and developed a new byway map which is included in this report. The 8 ½” by 14” map has been distributed to our welcome centers, interpretive centers and others along the byway. The map was developed in a tear-off format for the convenience of travelers and users. The new format was inexpensive and allows for easy updating in the years ahead. This was also included in our prior report. We want to be sure a map of the Iowa Corridor is included in every annual report. In 2013 the Iowa MRPC updated these tear-off maps to include the updated Interpretive Centers.

Iowa Participation in Meetings and Events

The Iowa Chair and or his proxy participated in all National MRPC Board meetings and Executive Board meetings, as well as the Semi-Annual and Annual Meetings. The majority of Iowa Commissioners also participated in the National MRPC meetings.

MRPC Annual meeting

The National MRPC 1 meeting was held in Louisville, KY with significant participation from the Iowa membership.

Iowa MRPC “Along the Byway” Newsletter

The Iowa commission published two newsletters for our stakeholders this year. The publication, which is still mailed to recipients, highlights grant opportunities for river communities, tells the success stories of river projects, and communicates the advocacy role of the Iowa volunteers and technical advisors of the MRPC. Copies of those newsletters are included in this report. Our newsletter was also distributed electronically via Constant Contact to a significant numbers of our stakeholders. This is a very convenient and money saving method to distribute our newsletter.

Iowa MRPC Stakeholder Meetings

The Iowa MRPC did not schedule stakeholder meetings in 2012 but will schedule several meetings in 2013. The meetings will again focus on the update of the Corridor Management Plan and our progress in finalizing that document.

Iowa Activities –

The National MRPC signed on as a sponsor of the Great Race which took place this year, 2013, along the entirety of the Great River Road. Iowa Commissioners participated in the 2 events held in our state including a luncheon hosted in Dubuque and a ceremony which took place on the riverfront in Davenport. Commissioners welcomed participants and provided maps and material about Iowa's Great River Road and its attractions.

National Scenic Byway Grants for 2012-2013 –

On August 2, 2012 the following grants were awarded to projects along Iowa's Great River Road -

Great River Road Driftless Area Byway Visitor Center in Allamakee County - \$1,361,400

Iowa DOT Great River Road Signage Project - \$346,160

Great River Road Port Louisa Rest Area – Louisa County - \$200,000

Great River Road Marquette Overlook – Clayton County - \$332,800

Louisa County Great River Road Bicycle Lane - \$1,350,000

Great River Road Mississippi River Trail in Riverdale – Scott County - \$494,956

Other Commission information –

The Governor's Office announced the appointment of the following new commissioners –

Lori Wallace – Clayton County

Lori Roling – Jackson County

Daniel Petersen – Muscatine County

Glenn Pelecky – Scott County

Retiring Commissioners include Patsy Ramacitti of Scott County. Patsy was the Pilot, (chairperson), of the National MRPC during her tenure.

The other 2 members of the commission who are retiring include M J Smith of Clayton County and John Oberhaus of Muscatine County.

The Commission congratulates our new appointees and expresses its deepest gratitude to those who are retiring for their many years of dedicated service to Iowa's Great River Road and the Iowa MRPC.

All 3 of the retiring commissioners have been elected by the National MRPC as honorary members of the National Mississippi River Parkway Commission.

IOWA MRPC FY 2013 FY BUDGET

Item	Description	Iowa DOT	Amount	Amount
		Annual Budget	Paid to Date	Remaining
1	MRPC Annual Dues	\$15,000.00	\$15,000.00	\$0.00
2	Annual Meeting Louisville, KY	\$4,000.00	\$4,511.03	-\$511.03
3	Semi-Annual Meeting,Iowa	\$3,865.00	\$2,513.84	\$1,351.16
4	Newsletters	\$1,500.00	\$950.00	\$550.00
5	Travel/meals in state	\$2,000.00	\$1,074.58	\$925.42
6	Administration	\$1,000.00	\$403.29	\$596.71
7	Eastern Iowa Tourism Dues	\$135.00	\$135.00	\$0.00
8	CMP Preparation	\$12,000.00	\$11,990.55	\$9.45
9	Iowa GRR Maps	\$500.00	\$529.00	-\$29.00
TOTAL		\$40,000.00	\$37,107.29	\$2,892.71

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

<u>COMMISSIONERS</u>	<u>NATIONAL COMMITTEE</u>	<u>CONTACT</u>	<u>TERM EXPIRES</u>
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Allamakee

Jane Regan P.O. Box 34 Harpers Ferry, IA 52146-0034	Treasurer	jregan@leschenskyins.com 563-586-2022 563-380-3635	6/30/2017
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Clayton

Lori Wallace 308 South River Park Drive PO Box 826 Guttenberg, IA 52052		huknorth@yahoo.com 319-551-6171	6/30/2017
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Clinton

Edith Pfeffer 524 Mill Ridge Road Clinton, IA 52732		edithrpfeffer@yahoo.com 563-243-7751 563-357-3681	6/30/2015
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Des Moines

Debra Jochims 10976 Wildlife Lakes Dr. West Burlington, IA 52655-8565	Secretary	debjochims@aol.com 319-752-4455 319-759-3039	6/30/2015
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Dubuque

John Goodmann A 2744 University Ave Dubuque, IA 52004-1088	Chair	jgoodmann@real-good.com 563-556-3232(w) 563-556-1142 fax	6/30/2015
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Jackson

Lori Roling 40320 150th Street Bellevue, IA 52031		tlroling@yahoo.com 563-542-1243 563-872-3299	6/30/2015
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Lee

Larry Kruse 1243 170th Ave. Donnellson, IA 52625-9306	Vice Chair	kruselw@hotmail.com 319-469-2018 319-728-8449 fax	6/30/2015
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Louisa

Jay Schweitzer P.O. Box 112 Columbus Junction, IA 52738		jayts@yahoo.com 319-728-2219 (w) 319-728-8449 fax	6/30/2017
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Muscatine

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TECHNICAL MEMBERS**Department of Transportation**

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US Army Corps of Engineers

Ron Deiss	advisory	Ronald.w.deiss@usace.army.mil
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Department of Cultural Affairs

Vacant	advisory	
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HONORARY MEMBERS:

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National Pilot Emeritus
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NATIONAL MRPC

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**IOWA MRPC
July 26, 2012
Mississippi River Eco Tourism Center
Camanche, Iowa**

Welcome/Roll Call: *John Goodmann*

- John G. called the meeting to order at 10:10
- Commissioners Present: John Goodmann, Deb Jochims, Larry Kruse, MJ Smith, Patsy Ramacitti, Jay Schweitzer, Jane Regan, and Edith Pfeffer Commissioners Absent: John Oberhaus Technical Members Present: Troy Seifert
Technical Members Absent: Ron Deiss Also present
were Breann Bye and David Dahlquist

Minutes: *Deb Jochims*

- Ron not John Thielen
- Moved by Patsy. Approved
- Troy mentioned that on page 3 the motion to accept the budget was made at the previous meeting.

Financial: *Troy Seifert*

- See Attachment 1
- No expenses were processed in the last quarter so the balance remains at \$40,000
- Regarding the last request for Dahlquist & Associates, we ran to the limit last fiscal year so MRPC owes them approximately \$912.
- Patsy asked Troy if his department has deferred expenses. Troy answered “no”.
- MJ moved and Jay seconded to except the preliminary budget. Carried.
- In regards to those going to the National Meeting in Louisville, MJ and Patsy are not an expense to us as their expenses are paid by National. John G will be staying with his brother so we will not incur any expenses. Jay, Edith, Jane, Deb, and John O. plan to attend. Patsy and/or MJ offered their rooms to share as their rooms are paid by National.

Strategies for Fundraising for the CMP Plan: *John Goodmann and David Dahlquist*

- See Attachment 2 - IGRR Corridor Management Plan Update/Local Match Considerations/2-9-12 from David
- We need a plan to solicit funds from the ten counties to accelerate the planning process/drawdown of the federal amount. The in-kind amount (\$5,000) has been fulfilled.
- David & Bre made a draft sales pitch (Attachment 2). It was suggested to change order – 1 is the same, 2 is 8, 3 is 6, 4 is 7, 5 is 5, 6 is 2, 7 is 3, and 8 is 4. Bre will change the order.
- It was suggested to get a boilerplate for certain groups. See Attachment 3
- Troy has the document stating how much money each county has received and he will send this pdf to Bre for inclusion in the sales pitch.
- We need a cover letter that should go on our stationary. Bre will prepare this. We can adjust it depending on the recipient. MJ has a cover letter that she will send to Bre.
- The deadline for getting letters out will be September 27th. Bring to the National meeting an inventory of who has been solicited, any responses and checks.
- Jane sees our stakeholders as businesses, i.e. hotels, banks, restaurants, Historical Societies, Chamber of Commerce groups, Convention and Tourism offices. Cities, County

Conservation Boards, campgrounds, previous recipients, hospitals, and industries (we may have to write grants for industries).

- We should ask our Board of Supervisors for their support, a letter, rather than money if they are unable to contribute financially.
- MJ had July numbers: International tourists spent \$153B in 2011 and that is 14% over 2010. MJ distributed Attachment 4. The Mississippi River is the third most requested destination. This information could go into the cover letter.
- Part of what we send out could be asking for suggestions on who would be potential contacts for solicitations.

Planning for the National Meeting in 2013: *Patsy Ramacitti and John Goodmann*

- John wants to use the Quad Cities as our base because of financial, travel, and accommodation reasons.
- Patsy met with April Boyer and Nancy Donovan of Isle of Capri. (Attachment 5)
- A third option for dates would be to start at noon on the 25th (Thursday) and end Saturday the 27th at 1:00
- Edith moved and Jay seconded to shoot for Option #3, Thursday-Saturday.
- For the Hospitality Suite, each commissioner should bring some food/beverages produced in their county. Jay will chair the Hospitality Suite Committee. Edith will help. MJ will bring two cases of home brew. John G. to get Templeton Rye.
- Thursday will be lunch in a bag at reservation.
- It was suggested to have a band on Thursday night. We could get the River 6 Band. Another suggestion was to have a costume night where you dressed as your favorite river person. We could have a taste of Iowa meal.
- For Friday lunch we need to have a speaker. It was suggested to have the man who portrays Mark Twain.
- MJ suggested having a bus run people to Dubuque for a Friday night meal. Patsy will look into this. Other suggestions were to look into The Figge Museum or the Putnum Museum or use the new convention center in Bettendorf (The Waterfront). Our first choice is to go to Dubuque.
- Saturday lunch plans would be to have it more casual as people will be wanting to get home.
- Invite someone from the State DOT to speak.
- Responsibilities of Individual Commissioners: This depends on the final program. We can suggest what we want to see in the general session.
- Patsy will get these ideas together and get them out to us.

President's Report: *John Goodmann*

- He is preparing his report and will send us a pdf file. We should send this to our County representatives and include this with a letter asking for donation

National Meeting in Louisville

- Assignments for National Committees (Suzanne needs an updated list with committee assignments):

- a. John O. and Larry– Ag
- b. Jane, Deb and MJ– Marketing
- c. Edith and Patsy – Culture & Heritage
- d. Jay and John G – Transportation
- Meet Friday morning the 28th at 7:30 for our State meeting.

Foundation Solicitations

- Iowa should have raised \$5,000 last year, but the Foundation understands that we are raising money for our CMP

Website

- Larry said it was blank. He is starting to get information for the two cities he's responsible for. Clinton is not totally loaded. The most important thing is the calendar of events, but 365 hasn't finished it yet. Each community would be in charge of keeping the calendar up-to-date. MJ will call Bryce and see when the calendar will be up. John will also call him.
- It was suggested to contact our Chamber of Commerce Office, give them our password and they can load it because they know how to do it.
- At the end of May Bryce sent the password information to us. Jane will resend his June 1st e-mail.
- Everyone should navigate in and enter information for their county.

Other

- Edith called the IDOT and is on the agenda (5-20 min or whatever you request) for their meeting in Clinton on August 14th. We were going to talk about CMP, but we aren't far enough along. John would rather do it when CMP is finished. Dave could prepare a public awareness 5-minute speech for John to give outlining our recent stakeholder meetings. John could send them a copy of his report to the commissioners instead of attending meeting.
- Edith requested more maps, but we have been given our free allotment. The cost for 2,500 maps is \$135. People requesting more could buy them and sell them. This was the purpose of the marketing committee. Jay moved and MJ seconded that we buy a box. Jane will pick them up and distribute them to Effigy Mounds and Edith. They will then be told if they want more, they have to buy them. Motion passed.
- Edith thought we were supposed to go to the National meeting with ideas how Iowa is planning to celebrate the MRPC's 75th anniversary. MJ suggested we work through the Eastern Iowa Tourism Office. Could they put a news release to highlight our anniversary? John was asked to call the National Office and see if there is any specific plan to do anything. Are they planning to use any of their excess money to pay for this, i.e. banners? Edith suggested a sticker to put on the back of trucks.
- John will also ask national about the new MRPC bylaws because there should be something in there about staff evaluations. These were approved at the Little Rock meeting, but the only thing we voted on regarding bylaws was about the foundation.
- Edith suggested putting out a press release about our meetings and asking for money for our CMP. Jane will write a draft. Then we'll run it by everyone. We should contact our county papers.
- Troy needs the lunch menu for Edith for the State wide training meeting. She's the only one attending.

Next Meeting

- September Louisville meeting at 7:30 a.m. on the 28th.

The meeting was adjourned at 2:20 pm.

Respectfully submitted,

Debra J. Jochims
Recording Secretary

IOWA MRPC
September 28, 2012
Café Magnolia at The Galt House
Louisville, Kentucky

Welcome/Roll Call: *John Goodmann*

- John called the meeting to order at 8:03 am.
- Commissioners Present: John Goodmann, Deb Jochims, John Oberhaus, MJ Smith, Patsy Ramacitti, Jay Schweitzer, Jane Regan, and Edith Pfeffer
- Commissioners Absent: Larry Kruse
- Technical Members Absent: Ron Deiss , Troy Seifert
- Also present was David Dahlquist

Minutes: *Deb Jochims*

- Moved by Patsy, seconded by Jane. Approved

Financial:

- See Attachment 1
- We only spent about \$700. We will wait one quarter before adjusting the budget to see how the fundraising is going.

Fundraising for the CMP Plan: *Jane Regan*

- See Attachment 2. There are a few more in her mailbox.
- In the next quarter we are to concentrate on making contacts. Jane will keep us posted.
- Patsy moved and Jay seconded that funds be moved from the MRPC account to Troy to pay the Dahlquist bill. Carried.

Planning for the National Meeting in 2013: *Patsy Ramacitti and John Goodmann*

- Patsy reiterated the need to coordinate everything through Suzanne.
- It was suggested to hold it from noon April 25 through noon on the 27th.
- She noted that hotel rooms in the new tower are \$89 per night. She sent a proposal to Suzanne.
- A subcommittee was appointed to organize the meeting. Serving on this committee will be Patsy, John G, Edith and MJ. They will meet November 12th at 1:00 at the Dubuque Museum. John will make arrangements.
- We need to present a theme. Send ideas to the subcommittee.
- Suggested speakers:
 - ✓ Head of DOT regarding clarification of the new rules regarding money distribution. Edith will contact him.
 - ✓ Invite the Governor and Lt. Governor. Edith and John will contact them right away. Use our stationery with John's signature. We must fill out a request form.
 - ✓ Invite someone from Iowa Tourism. Edith and John will contact them.
- A suggested trip to Dubuque would include a Friday evening meal. We would need one bus plus our cars. Act Three out of the QC rents buses. Leave at 4:00 and return at 9:00

Fulfillment of Vacant Seat:

- Edith understands it has been filled.
- Hopefully there is headway on filling the technical appointments.

Maps/Website

- The price for new maps is more than what was approved. The 10-state map cost is .60 per card.
- Regarding the website, Dubuque and Clinton County are on. Patsy has all the information and just needs to input it. Jay and Deb haven't done anything. MJ needs to follow-up with someone. The C of C and Tourism offices have this information. Jane suggested the need to partner with the R C & D's because they have already done this.

Technical Committees:

- MARKETING – Jane relayed:
 - ✓ The committee discussed the \$2,000 cost per state for the proposed app we heard about in the general session. She recommends that National pay ½ of this application cost and each state would pay the balance.
 - ✓ Today the committee worked on ideas of what we wanted to see in the app.

New Business:

- It was suggested to invite Laura Friest, head of the NE Iowa R C & D, to our next meeting and also to meet in Dubuque.

Old Business:

- Meeting Rules
 - ✓ Did everyone receive the e-mail from Troy? Troy put the notice on the website for this meeting. We should be careful when preparing the agenda to be certain to include everything on it before the meeting. For the next meeting, John will discuss with Troy the procedure.
- Corridor Management Plan
 - ✓ A meeting will be called.

The meeting was postponed at 9:00 to reconvene during the lunch break.

The meeting was reconvened at 1:35 pm.

Roll Call: same as above

Technical Committees: Continued

- MARKETING – Jane reported:
 - ✓ The committee is sponsoring two contests: 1) on Facebook if you hit “like” you are entered to win one of ten baskets filled with \$100 worth of food or related items. Each state is compiling a basket. This contest ends tomorrow. 2) send in a picture of food. A \$250 Visa card will be given to one winner.
 - ✓ They are continuing to work on the app situation.
 - ✓ The website will be redone pending approval of money.
 - ✓ They are also working on a Japanese tourism grant that has a time frame. They plan to convert all sites into Japanese.
- CULTURE AND HERITAGE – Edith reported:
 - ✓ Each commissioner should visit the interpretive center within their county and check to be sure they are open and verify the hours. David suggested taking a picture. Also, get

- the name of the staff and ask if they know they are an interpretive center. Take along the requirements for interpretive centers to see if they are complying. Please send this information to Edith.
- ✓ They will try to remove LeClaire, WI.
 - ✓ She suggested we look at 5, 8 and 9 of the strategic plan. Who is going to put us on You Tube?
 - ✓ Iowa has to come up with three stories. She was directed to check with Dubuque because they probably have oral stories.
 - AGRICULTURE – John O reported:
 - ✓ The liability of people going on your property for farm tours is tremendous.
 - TRANSPORTATION –
 - ✓ They are talking about structuring a document or effort for each state to use to create an advocacy situation to use with legislators, stakeholders, etc. This is so each state has a matrix for advocating on behalf of MRPC.
 - ✓ Invite legislators to an update on what we do, how MAP 21 will work, etc. It was suggested that David and John G could put together a power point. This would probably work best if we went to our individual legislators. We probably need answers from IDOT first. Patsy suggested we contact Craig Markley to find out who is the most important to address.

Planning for the National Meeting in 2013: Continued

- Patsy put together a rough sketch of the April meeting. She'll put this in an e-mail to us.

New Business: Continued

- MJ offered to go to Guttenberg in the spring.

Next meeting: November 29, 2012 from 10-2 at the River Center in Muscatine. John G. will make the arrangements.

Adjourned: 2:10 pm

Respectfully submitted,

Debra J. Jochims
Recording Secretary

**IOWA MRPC
November 28, 2012
Button Factory Museum
Muscatine, Iowa**

Welcome/Roll Call: *John Goodman*

- John G. called the meeting to order at 10:07.
- Commissioners Present: John Goodman, Deb Jochims, Larry Kruse, Mark Lawson, John Oberhaus, Edith Pfeffer, Patsy Ramacitti, Jane Regan and Jay Schweitzer.
- Commissioners Absent: M J Smith
- Technical Members Present: Troy Seifert
- Also present were David Dahlquist, Breann Bye plus Joe Jaroz from the local newspaper.
- John introduced Mark Lawson who lives in Bellevue and has an attorney's office in Maquoketa. He is the new Jackson County Commissioner.

Minutes: *Deb Jochims*

- Motion to accept the minutes of 9/28/12 was made by Patsy and seconded by Jane. Approved.

Treasurer's Report: *Troy Seifert*

- See Attachment 1. We have a remaining balance of \$35,466.96.
- The right column is remaining money. The middle column is what has been spent to date. Item #2 was budgeted at \$1,000, but we spent \$3,814.43.
- Troy wants direction on how to revise.
 - All of the money solicited should be funneled to CMP prep. John G. will send Troy an e-mail to that effect.
 - Jane moved and Jay seconded that Troy take the CMP money line to "as needed". Passed.
 - We are in transition to be electronic rather than paper so the Newsletter Line Item would be less.
 - Troy sent information regarding commissions that the State has and there are lots of guidelines to follow. He can resend. He really needs our meeting dates two weeks prior to the meeting.
 - John O. moved and Larry seconded the approval of this report (Attachment 1). Passed
- Bre has a template of the interpretive centers, but it must be tweaked. Once National approves the eco tourism center, we should tweak the template. The template is an adobe file. The map is a background file and can be made in color. \$500 would get lots of tear-off maps. Since National has lots of money, Patsy feels they should pick up the cost of the maps. There are also larger maps. National feels the most desirable map is the tear-off map. Some states do it in color. Patsy moved and Jay seconded that we retroactively approve going ahead with the tear-offs. Passed.

CMP Fundraising Report & Update: *Jane Regan*

- Fundraising effort to date – See Attachment #2.
 - She paid the Dahlquist bill and we have a balance of \$5,723.05.

- We need to raise \$12,000 so we are half way there.
- Bre will tweak the template letter and send to everyone.
- John asked Troy if it's correct that all money raised should be disbursed to the consultant. Troy said we can spend it on any timeline. It is most appropriate to disburse at the end of the fiscal year. The more money we raise outside, the faster we get the CMP done. Troy suggested we always ask for more than we think they can give.

CMP: *David & Bre*

- Patsy said the CMP committee was impressed with the Dalquist Plan. He prepared a supplement #2 (Attachment 3). This is a compilation of various jobs we are instructed to do per the by-laws, etc.
- At our next committee meeting in January we will have a work session to focus on things in the short and long term.
- Page 20 gives the framework on making decisions. This is a template for a yearly review and deals with changing members' priorities.
- Attachment 4 deals with Assigning Actions to Activities:
 - How might we define an action?
 - Each county is different so each county could do this at their level.
- Troy will send Mark a copy of the old CMP.

National 2013 Spring Meeting: *John G*

- Attachment 5 is an e-mail from Susanne. The least expensive route is to go to the Isle. It is \$1,000 less.
- We would like to take a field trip to the Dubuque museum for supper. It is a one hour and ten minute drive. We need to get the costs to Susanne. We've already sent her the cost of a bus. John G. will do work on the cost of the meal. We would have a cash bar. Mark will help John. The director, Jerry Enzler, will give a brief overview of the museum. A suggestion would be to have a buffet so people can eat and view the exhibits. MJ could possibly help. Patsy moved and Jay seconded that the spring meeting be held on 4/26 & 27 at the Isle of Capri and on Friday we offer a trip to the Dubuque Museum (River Discovery Center) and have a hospitality room only on Thursday night. Passed. John G. will write Susanne with our decisions.
- Hospitality with Jay in charge will offer local products. We are to let Jay know what and how much we can bring. Everyone bring information to our January meeting. We will have table tents with product names and addresses.
- Possible speakers:
 - Have a speaker on Map 21 on how it's progressed. Troy said someone from IDOT will speak. Luben Quinones from the Federal Highway Commission in Ames might be a possible speaker. Edith will meet him tomorrow and ask him if he could speak. Luben is our first choice, but if he can't do it, then IDOT will.
 - Have a speaker from Iowa Tourism. Possibly Deb Durham as she's the head of the whole thing.
 - John G to ask Shauna Loden.
 - Update on the National website. The National office would provide a speaker.
 - Send a letter of invitation to Governor Branstad. John G and Edith will sign it.
 - Dr. Ruth Hawkins from Arkansas.
 - Have a Show Choir during lunch.

- The subject of fracking, but we need to find an objective speaker. Maybe someone from TX or OK. Jane will try to find a speaker. She will check in Plattsville.
- Peter Ellis from Peoria gives great river speeches. National should contact him.
- Laura Freist from Scenic Byways could highlight what IA is doing. Troy will contact her.
- John G. will put together another a rough draft and send it to Susanne and all the commissioners.
- Troy needs an e-mail stating that we are not pursuing money from the commission. John G. will send this.

Other Business:

- Patsy reports that John David from WQAD asked to speak with her. He wanted to talk about the lowering of water in the Mississippi River south of the Missouri River. She told him that this is not our focus and we do not have a seat at the table.
- Patsy suggested we should put on the agenda that we go before the commission and ask for an unknown amount of increase in our appropriation. We need to go through the DOT staff first. They do the State budget early in the year and there is about a one year lag. We must send Troy a letter of request. Patsy will write this letter. It's been since about 2002 that it's been \$40,000. She'll ask for \$15,000 more. Patsy moved and Edith seconded that we notify IDOT that we will request an increase of \$15,000 in appropriation beginning in fiscal year 2014. This will be submitted to Troy with John G's signature. Passed. This should be submitted ASAP. Jay and Mark will vet it.
- We should encourage National to dip into their reserves for maps.

Next Meeting:

- The meeting is set for January 31st and Patsy could get the Bettendorf City Library. Patsy will make arrangements. The snow date is February 7th.

Adjourned: Noon

Respectfully submitted

Debra J Jochims
Secretary

**IOWA MPRC
February 7, 2013
Bettendorf Public Library
Bettendorf, Iowa**

Welcome/Roll Call: *John Goodman*

- John G. called the meeting to order at 10:03.
- John introduced visitors Craig Markey. IDOT Director of Systems Planning and Deb Arp who is filling in for Troy temporarily.
- Commissioners Present: John Goodman, Deb Jochims, John Oberhaus, Edith Pfeffer, Patsy Ramacitti and Jay Schweitzer
- Commissioners Absent: Larry Kruse, Jane Regan, and MJ Smith.
- Technical Advisors Present:
- Visitors: David Dahlquist, Breann Bye, Becca Drewsup, Deb Arp, Craig Markley, Al Bohling.
- It was announced that Mary Stahlhut will be Troy's replacement for Byways Planning

Minutes: *Deb Jochims*

- John O. moved and Jay 2nd to approve the minutes. Approved.

Treasurer's Report: John G in lieu of Troy

- See Handout 1
- This is the same as last month except we received a bill for National dues, but it's not processed yet. Patsy moved and Deb 2nd to accept the report. Passed.

Dahlquist and Associate Presentation: *David, Bre, Becca*

- David introduced Becca as an assistant. She will help with the Visitor's Survey. Her home is Des Moines. She is a graduate of ISU and is enrolled now at WIU in Museum Studies. She's fully available this summer. She is now taking classes thru the Figge Museum. The surveys will be done at the interpretive centers. She wants to spend time in each county. The three of them will put together a work plan soon.
- See Handout 2 "CMP Work Session"
- The CMP has 14 points we are to address, but that may not be the only things to be done. He has developed a more comprehensive and simplistic plan. Many CMPs don't prioritize activities. He suggests a list of core activities, which could be condensed.
 1. Framework Approach Orientation

- i. Way showing Components-providing signs, maps, electronic apps, etc.
 - ii. Interpretive Communication Services & Media – tell the stories
 - iii. Planning & Management Services-We are a place for people to learn about GRR
 - iv. Right-of-Ways & View shed Management-vegetation management.
 - v. Visitor Services-provide everything visitors expect i.e. restrooms, gas, information, accessible
 - vi. Livability Development-How do byways add to the qualities of local communities & economic impact
 - Performance Levels: Then has list of level of performance in these areas.
 - Actions:
 - i. Informed non-action-decide at this time not to do anything, but we are aware of it
 - ii. Monitoring-Just watch for awhile
 - iii. Proactive Communication-Stay on top of the item and inform stakeholders of what is happening with it. Events & Festivals using website or constant contact. Just delivering info to people
 - iv. Cooperative Services Agreement-have partner who will fulfill this need. i.e. – don't have formal agreement with DOT, but they provide and install new signs, State Parks may offer management for IC, but there are some things we want them to do, contract with Dahlquist, website.
 - v. Management of Funded Projects-These have time limits. It's a way to get activities or actions done
 - vi. Development of Financial Resource-Takes more effort
 - vii. Continued Program Operation-Takes more effort. Year after Year, we are continually funding this activity.
2. Individual Action Suggestions:
- We all submitted our ideas and David put them on the matrix.
3. Refinement
- We indicated with green and red stickers if we liked where the activity was placed in a certain performance level.
4. Overall Observations
- David said we should work with Regional Planning Associations and Metropolitan Planning Organizations because IDOT has delegated the responsibility of choosing who get grants to these groups instead of the DOT. They have \$3.4M (mainly for infrastructure) so you could get 50% from RPO, 30% could come from IDOTs discretionary fund (\$1M), with

the remainder being matched. This is for 2013 and 2014 funding, but since the RPAs and MPOs have a 1-year delay, this money will be available for 2014 and 2015. Now there is \$250,000 in State funding for by-ways specifically and it's suggested they add another \$250,000. Matching is required. We would be able to apply. We could apply for implementation of our CMP out of the \$250,000.

- There is a meeting Feb 19th 9:00 at Holiday Inn in Ames. They are bringing in some by-way people. We need several commissioners to attend. Craig will send an e-mail to us. David and Bre would be able to attend. Patsy suggested getting the two MPOs and four RPAs within the GRR together with us after this meeting. Set up a special meeting for them. Make them part of our mailing list.
- David needs to know before July 1 regarding a request increasing in our funds. We go to the IDOT with this request. This is for 2015.
- We need to increase awareness in our communities about the road.
- David will reach out to MJ, Jane and Larry about today. He wants us to turn in our action sheets.

5. Next Steps

- Bre and David will compile our changes. They'll be ready to give us a report at our next meeting (Spring). We may have to meet again in March and they would be ready with their report. They do have some travel dates in March so the end of March would be better. Meet March 21st at Bettendorf Library. 10am

Update on the Planning of the Spring Meeting: John G.

- THURSDAY EVENING:
 - The Dubuque visit allows us to have a buffet in the aquarium. People traveling can make arrangements. Make it an option and RSVP. We could also invite others so they get to know us. Patsy moved, Deb 2nd that we have the Dubuque visit on Thursday. Motion Passed. Susanne will let people know they have to RSVP. It's a perfect opportunity to invite our local planning people and elected community officials. It will cost about \$21 with a cash bar. The commission will cover the cost of the bus.
- Programming ideas
 - **Friday 9-Noon General Session (about 2 hours of programming)**
 - John G. hasn't received a response from the Governor's

office. He could extend the invitation to Kim Reynolds. Patsy will contact the Mayor of Bettendorf. **9:00**

- Bill Gluba, vice chair of Mayors' Initiative. Patsy will contact him. If he's not available, John has other suggestions.
- Iowa DOT can speak on Map 21. Deb Arp will speak for 20 minutes then 40 minutes for David and a panel to discuss how CMP planning is affected by Map 21. Include states in different levels of revising CMPs.
- Carol Zoft of MN could coordinate a panel discussion on Map 21. John G. to call her.
- **Friday 12:15-1:45 Lunch and Speaker (maybe 20-30 minute speaker)**
 - We need a luncheon speaker or show choir. Davenport North HS is the number one show choir in the state. Patsy will contact them.
- **Saturday 12:00-1:00 Lunch**
 - Mr. Ellis is an actor from Peoria who preforms on the riverboat and talks about the river. Edith will see if he has the date free (**Sat. lunch**). Follow this with Laura and byway information.
 - Marion Johnson could speak during Sat. lunch. She canoes the MS.
- **Saturday 1:15-3:00 General Session (about 90 minutes of programming)**
 - Jane was going to speak to Laura Friest, about presenting. She could share the story about the state scenic byway association here in Iowa. She also has info on fracking. She will talk on **Sat** for 60 minutes about one of these topics.
 - Could we have someone from the MS River Country speak on tourism? Susanne should contact. They could speak Sat afternoon. Talk to the head of the MO Department of Tourism.
- **Other Ideas**
 - Something about the 75th/The Great Race. Who would be the speaker on this?
 - Possibility – someone speak about RAGBRI if we can get a N - S route.
- **Assignments:**
 - John to contact Carol –putting together panel, Jane about Laura, Susanne, Kim Reynolds
 - Edith – Mr. Ellis
 - Patsy – Bob Gluba, Bettendorf Mayor, Show Choir
- Hospitality Room Friday 7:00-11:00

- Jay is in charge of the hospitality committee.
 - Jay to send us an e-mail and we will get back to him with what we can bring from our county.
- Friday Evening Dinner – on your own
 - Patsy will put together a list of local restaurants for Fri. night. Edith could take people to Le Claire. E. Davenport has some restaurants that are close by. We should divide up and take people to these restaurants. Have a sign-up sheet.
 - Patsy will check to see if the Figge is open Fri. night.
- Other Ideas
 - A lot of time will be spent in Technical Committees. Honorary members could be advisors at these meetings.
 - Edith thinks 6 hours for technical meetings is too much. John will contact Susanne. Some committees don't function well i.e. they don't have an agenda, don't have chairs present, don't have a plan of action.
 - Include a pamphlet regarding Dubuque in with the invitation so we get attendees on Thursday night.
 - Send a separate packet of IA information to those sign up for the meeting.
 - Shawna Blotey from Des Moines could possibly help us regarding tourism.
 - Do we need to put together a goody bag with information from each community? Should we bring this to our next meeting and put together 50 bags? We could put advertising items from banks, hospitals, small bags of pearl buttons, etc.
 - Susanne contacts local CVBs about our spring meeting.

Other Business:

- Who do we contact to get appointments from the department heads of Economic Development, Tourism and Natural Resources?
- Patsy read an e-mail from Troy containing a letter from Stewart Anderson dated 12/20/12. John G will forward this to all commissioners

Adjourned: 3:12

Respectfully submitted,

Debra J Jochims
Secretary

Minutes of the Iowa MRPC Meeting March 21, 2013

Location: Bettendorf – The Lodge

Meeting opened at 10:15 a.m.

Commission Board Members Present: Chairman John Goodman; Patsy Ramacitti (Scott County); John Oberhaus (Muscatine County); Edith Pfeffer (Clinton County); M.J. Smith (Clayton County); Jane M. Regan (Allamakee County); **Liaisons:** Mary Stahlhut, Scenic Byways Program Manager Iowa DOT; Deb Arp, Iowa DOT; **Absent:** Larry Kruse (Lee County); Debbie Jochims (Des Moines County); Jay Schweitzer (Louisa County). **Unrepresented:** Jackson County due to no active appointee

Chairman John Goodman opened the meeting with discussion and planning for the Semi-Annual Meeting of the 10 State MRPC Commission which our Commission is hosting in Bettendorf, IA on April 26-28th at the Isle of Capri Hotel and Convention Center.

Opening Reception and Dinner: Discussion regarding attendees of our Dubuque Museum reception and what fee to charge for Non-member Guests that are not members. John suggested this is an appropriate time to invite transportation or local DOT commissioners that may want to attend the opening dinner. John will advise Suzanne to add \$5.00 to each meal at the Museum for Non Members.

Individual Names suggested by Board Members to send invitations to are: Debbie Duram, IDOT Commissioners, DNR, County Conservation Officers, County Engineers, City Council Members, Board of Supervisors, Local State Senators and Representatives, Regional Planning Commissions/Organization Executive Directors and Transportation Planners within the RPOs (By-State Regional in Rock Island, East Central Intergovernmental Association , Southeast Iowa Regional Planning Commission, Upper Explorerland Regional Planning Commission) Lora Friest of Upper Explorerland Regional Planning Commission, recently formed Mississippi River Mayors group, Chamber Directors, Economic Development and Tourism Directors. John will do it electronically unless someone specifically asks him to send a mailed invitation to specified individuals. **Board Member Action: By next Friday at the latest each Board Member must provide John Goodman with a list of individuals from your County or Region you wish to have an invitation or feel it appropriate to invite to the Opening Reception and Dinner in Duque at the River Museum on April 25.**

Speakers for the Event: Mayor of Dubuque: Roy Buol will give a welcome, Jerry Enzler, Director of the Museum will speak and welcome everyone. M.J. Smith, being the longest serving commissioner of the Iowa MRPC will present facts on the dollars that have been received by MRPC recipients of grants and for the funding of the MRPC projects for the entire 10 States including its economic impact to the Great River Road. **MJ will check to see if there is a place at the Museum we could do a Laptop PowerPoint display of the sites along the 10 River States funded through MRPC. This should be available from the National Office.**

John mentioned the Dubuque Campus “if the snow has melted by end of April” has a separate building, the IMAX Center, where people can visit as well. Information sheets should be available to our guests of the hours of operation so that if they wish to visit them while on the campus they may.

Mary Stahlhut will provide the banner from the DOT that has all the Scenic Byways on it including our new Iowa Great River Road Sign so that everyone can see what we have done with signage throughout Iowa.

Margo McInnis from the Quad Cities CVB, present at 10:30. Margo came to ask what assistance we needed of them for the conference. She offered to put together our Welcome "bags" with Quad Cities information, maps, and itinerary for spouses for a Friday day trip with options to LeClaire or Muscatine, including highlights of must see sights in the area. Patsy requested that Margo be sure her information designates the Putnam Museum as a National MRPC Interpretive Center. Great River Road Maps should be included as well as the tear offs of our Iowa Interpretive Centers.

Action: John will get the updates from each of us for the tear off GRR map (remove LeClaire add Camanche new center etc.) and have it reprinted as soon as possible so we have plenty available to stuff the "Welcome Bags" that Quad Cities CVB is providing.

Bettendorf Mayor will do a Welcome at the General Session on Friday, April 26 at 9:00 a.m. Patsy will introduce the Mayor of Bettendorf. First presentation on Friday will be Lora Friest from RC&D of Northeast Iowa. Jane will introduce Lora. **Action: Jane will confirm if Lora was contacted by National Office staff and if she is available yet on Friday a.m. and will she speaks on fracking as well as the Scenic By-Ways.**

The 75th Anniversary Celebrations of each State will be announced on Friday, April 26 as well. National Office staff will update the 10 States on the Great Race event which the National Board has approved \$5,000 of funds for marketing and promotion. This funding level makes us an official sponsor of The Great Race and will be paid to the event organizers of the Great Race. The entire Great River Road is NOT being travelled on for this event. Stops in Iowa are Dubuque and overnight in Davenport Éclair Park.

Iowa Commissioners Note: As many of our commissioners that can attend the Great Race event on June 23 in the Quad Cities to man the booth must be there and in attendance. More details to follow after the April National Meeting and further direction is given from Suzanne and Lyn at the National Office.

Edith commented that in Clinton for the 75th Anniversary of the GRR the Art Gallery will be doing pictures through the summer of photography and paintings of the Mississippi River on display and asking the community to participate. The Historical Society will do a joint display honoring the 100th anniversary of the Lincoln Highway and 75th anniversary of GRR.

Mississippi River Cities & Towns Initiative (Bill Gluba, Mayor from Davenport) will speak at the Friday Noon luncheon. Someone that attended the meeting in DC in March should be there and present. Patsy will introduce Bill.

Next discussion was how the Iowa Commissioners will act as hosts for the "Dinner on Your Own" Friday evening. Edith suggested LeClaire being a destination that night with restaurants available such as the Faithful Pilot, The Crane and The Pelican, Sneaky Pete, The Blue Iguana, Stephenson's. The Brew Pubs in LeClaire, Steeplegate Fish Fry in Davenport. Friday morning all members will receive a list of eating places we choose to offer as choices, and this will include a tear off at the bottom so that each registrant

can advise which restaurant they want to eat at that evening how many reservations they need. Commissioners will split up and act as hosts to the various eating places chosen.

Action: John will send Margo an email today and ask for the suggestions on dining places.

Hospitality Room: Jay Schweitzer is in charge of the Hospitality room. MJ's husband brewed a case of beer. Each member will bring something from their county locally made to share as an appetizer or drink in the hospitality room... Wines, salsa, olive salsa from Camanche, BoJees horseradish, Sterzings chips from Burlington, new bourbon from LeClaire, **ACTION: all commissioners let Jay know what you might be able to have donated from your County as food for the hospitality room. I.E. Wine, beer, chips, specialty dips made from specific products grown in your community, cheese curds and cheese made at a local dairy in your County, salsa, horseradish, bourbon from LeClaire.**

Our state meeting on Saturday, April 27 at 8:00 a.m. will be held at the Calypso Café in the Isle of Capri from 8:00 to 9:00. John will have all new tear off maps at that meeting ready to hand out to each commissioner to take back to our counties.

Deb Arp will make a presentation Friday during the General Session on Map 21 on behalf of Iowa DOT. Jay will introduce Deb on behalf of the Transportation Committee. Carol Zoff of MN DOT and MN MRPC commission will lead a discussion panel at this time also.

Lyn Pilch/National Office will lead discussion on the MRC update and the 10 State Partnership Program regarding Japanese Tourism. Update on the Commerce Department grant to the MRC for \$250,000 will be made at this time also.

John Goodman will give the State Report for Iowa as the final presentations from the States are made on Saturday morning during the General Session.

Action: All Iowa MRPC commissioners will meet on April 25 at Noon in the Calypso Room in the South Tower at the Isle of Capri for a work session prior to the Opening of the Semi Annual 10 State MRPC that afternoon. (Patsy will make arrangements for a table to accommodate our group lunch)

Discussion was held regarding the expense of the Iowa Facebook Contest winner that the 10 States Marketing Committee had given approval to the National Office staff to run on Facebook this past fall. It was a contest requesting entrants from Friends on Facebook of their favorite food they have eaten at restaurants along the GRR. Each State agreed to provide a gift basket for one of the 10 winners and the basket was to have a \$100 value. Patsy stated this was never approved by the National Board. Several of us advised Patsy that each State agreed to provide a \$100 gift basket whether that is by "free donations" or purchasing items to include in the basket. Edith Pfeffer had a bill to present for her items contributed to the basket. Jane and MJ reminded the board we are in the business to promote the GRR and this was a promotion of the GRR. Patsy moved/MJ seconded for authorization of up to \$150 for expenses of items and shipping costs for our participation in the marketing committees Facebook Contest and to have IDOT move that appropriation of dollars to the marketing line item in the budget. Motion Passed with all ayes.

John Goodman reported that the funding for the Iowa MRPC which was in great jeopardy in the transportation bill of the Iowa Senate will remain in the transportation budget. Brian Moore from Jackson County advised Edith that the Iowa MRPC needs to continue to educate legislators and provide

face to face updates to the State Senators and Representatives. The President of the Senate Pam Jochims assured Goodman they understand the purpose of the MRPC and we will remain funded. Edith restated we need to work both sides of House and Senate and discuss what we are about. Our own representatives on the GRR must be kept in the loop.

Patsy and Deb Arp led discussion on the Federal DOT dollars that will be funneled from IDOT to the Regional Planning Organizations. Deadline for application is April 15th for the small \$1,000,000 Statewide Program grant the Iowa DOT funds. The MPO's (municipal planning organizations) and RPO's (regional planning organizations) all handle their own deadlines for their money. This small Statewide Program would have been a perfect program for our signage. Is there something we need all along the GRR that is an eligible activity under transportation alternatives definitions? It will be too late for this year's deadline but keep this in mind for future funding from the Iowa DOT from this small Statewide Grant program. Deb Arp stated it is primarily for construction of such items as a pedestrian and bicycle facilities, conversion of abandoned RR to trails, outdoor advertising mgmt., rehab of historic transportation facilities, storm water mitigation or wildlife management related to highways, scenic turnouts and overlooks.

ACTION STEP: MRPC Commissioners in each of the Regional Planning Organizations territories are to meet and discuss talking points with the Executive Directors and Transportation Directors of the RPOs, engaging in discussion of what the RPO's have in mind to use their money on and what their procedures will be for applying for the dollars. This is our opportunity to discuss with the RPOs our role on the MRPC Pkwy and ask how we can work together to promote the GRR. May we serve as advisors to their technical committee for their transportation funds? Jane and MJ will go to UERPC. Edith and John Goodman will meet and talk to Chandra the Transportation Sr. Planner at Eastern Iowa RPO. John Oberhaus and Patsy will go to Muscatine and Scott Co and The Bi-State Commission. Jay, Debbie and Larry will go to SE Iowa Regional Planning Commission. We need to ask who the decision makers are on each RPO Board and continue discussions with them.

ACTION: Make reports of our meetings with the RPO's and send our findings to John Goodman by April 19th. These must be done by this date. Make your contacts now.

Deb Arp will send our members the summary of the changes from Safety Lu to Map 21 for each member to read and understand before attending the RPO. All contacts must be made with the RPOs before the April meeting. Personally invite these people to the SA mtg or at least to Dubuque Opening Dinner Reception. Advise them we will be talking about MAP21 on Saturday April 27 during the General Session. Carol Zoff could have someone from a RPO in Iowa to be on the panel on Saturday if any of our RPO Executive Directors would like to volunteer. If you get a volunteer contact John so that he can contact Carol Zoff.

RPA are Regional Planning Affiliations and MPOs are metropolitan Planning Organizations within the RPA.

John asked for a budget update from the Iowa DOT but they did not have it available for our meeting. Jane gave the following update on the fundraising to date by our Iowa MRPC for the match on the CMP grant. To date our checking account balance with all donations and a little interest earned is \$5,750.42. Total contributions to date have been \$6,652. One disbursement to Dahlquist and Associates. John commented that our State Budget of \$40,000 is appropriating dollars each year to our match as well.

Reminder to Commissioners: continue to ask from your County's that we have not heard from yet.
Those contributing to date are Dubuque, Clayton, Clinton, Louisa.

Adjournment: Motion MJ, Second Oberhaus. Carried.

Respectfully Submitted:

Jane M. Regan
Acting Secretary for Debbie Jochims

IOWA MRPC

Saturday, April 27, 2013

The Isle Hotel, Calypso Restaurant, Bettendorf, Iowa

Roll Call: *Commissioners Present:* John Goodman, Debbie Jochims, Larry Kruse, John Oberhaus, Edith Pfeffer, Jane Regan, Patsy Ramacitti, Jay Schweitzer, M.J. Smith. *Technical Committee Present:* Mary Stahlhut, DOT. *Guests Present:* David Dahlquist, Breann Bye, & Becca Drewsup of David L. Dahlquist & Associates. *Absent:* Jackson County Commissioner due to non-appointment

Welcome: Chairman John G called the meeting to order at 8:00 am.

Minutes: Patsy moved and Larry seconded the approval of the March 21, 2013 minutes. Approved.

Treasurer's Report: No action was taken on the Expense Report (Attachment 1).

Fundraising Status Report: Jane reported our CMP checking account had a balance of \$6,054.05 as of April 18, 2013.

Fulfillment of Open Jackson County Seat: Edith understands the seat will be filled at the same time the newly vacant seats are filled. No action taken.

Website: Jane reported that the National website will be up by September with a link to our state website. Edith moved and M.J. seconded that we asked for a proposal from the NE Iowa RC&D for management of our website.

Action: A subcommittee consisting of Edith, Jane and Mary will explore our website alternatives.

Maps Distribution: Tear-off maps of the IGRR were made available as well as Agri Tourism rack cards and The Official Travel Guide to Iowa Byways.

Technical Committee Reports:

- **Marketing:** Jane, Debbie & Patsy. 75th Anniversary
ACTION: John G. will sign a proclamation request and Edith will deliver it to the governor.

Edith moved and Jay seconded that we apply for the \$500 grant from National for multi-media marketing materials. Passed.

ACTION: John G will make the application and Jane will order t-shirts for the Great Race.

Patsy moved and John G seconded that we order 30 collared shirts if possible. Passed.

ACTION: John G referenced the sample proclamation and asked that we get as many mayors as possible to sign one then send them to John G.

John G wants to take these to our September National Meeting.

The National Website needs to include on our State page five evergreen events. John G moved and M.J. seconded that we notify National that our five events are 1) The Bix 7 held the fourth weekend in Davenport, 2) Guttenberg German Fest held the third weekend in September, 3) 4th of July Events in Bellevue and Clinton, 4) Steamboat Days held the week

before Father's Day in June in Burlington and 5) The Tri-State Rodeo held the first week in September in Ft. Madison. Passed.

Action: Debbie will forward this information to National.

- **Cultural & Heritage:** Edith stated that each state is to ask the following questions:
 - Does your IC have an existing banner?
 - Does your IC have Treasures of The GRR banner? And is your banner in good, standing position?
 - Does your IC have a metal pole to hold the sign up? And is your pole in good, standing condition?

Action: Before May 10th we each need to visit the ICs in our county and report our findings to Edith.

Later Edith will send us a request to evaluate the ICs.

Action: If your cities have a daily itinerary, please send this to Edith.

Visitor Satisfaction Survey Project Management Approach: David said the target is to get 400 completed surveys, but the results will not be broken down according to counties. Patsy moved and Jane seconded that we approve this approach. Passed.

Action: David asked us to review the sites in our county and let him know of any changes.

Next Meeting: Shawna Lode from Tourism will come to our meetings. Our next meeting will be Thursday, June 6 at 11:00 at M.J.'s home in Guttenberg.

Adjournment: The meeting was adjourned at 8:55 am.

Respectfully submitted,

Debbie Jochims, Secretary

Quarterly Business Meeting Mississippi River Parkway Commission

Location: The home of M. J. Smith, 207 Lorenz Lane, Guttenberg

Present: John Goodman, Chairman; Patsy Ramacitti, Past Pilot; M.J. Smith, Clayton Co; Jane Regan, Allamakee Co; Edith Pfeffer, Clinton Co; John Oberhous, Muscatine Co; Larry Kruse, Lee Co; Mary Stahlhut, IDOT Scenic Byways Program Mgr; Dave Dahlquist, Dahlquist and Associates; Guest Lori Wallace of Guttenberg. Absent: Debbie Joachim, Des Moines Co; Jay Schweitzer, Louisa Co.

Meeting called to order by Chairman Goodman at 11:10 a.m.

M.J. introduced her guest Lori Wallace (probable replacement for M. J. Smith in Clayton Co who is retiring from her position on the Commission as of June 30, 2013) Lori and her spouse have studios that they rent to tourists and boaters. They have three buildings across from the Lock and Dam and recently completed their third building. She also serves lunches to the Byway traveler.

Patsy reviewed the April business meeting minutes from April. Larry/Jane moved to approve the April minutes. Motion was approved.

Treasurer's report, Mary Stahlhut reviewed the Commissions budget and expenses fiscal year to date. Our fiscal year is nearing a close on June 30. Mary asked for approval of invoice received from Jay Schweitzer for expenses incurred with the Hospitality Room our Commission hosted during the National MRPC meeting in late April in Davenport. It was moved to approve expenses incurred for the Hospitality Room by Commissioner Jay Schweitzer for the hosting of the National MRPC meeting in April. John stated that the invoice for the reprinting of the revised MRPC Tear Off sheet had not been received yet but advised Mary this would be submitted by June 30th. Dave Dahlquist will have an invoice yet to submit as well as other commissioners with travel expenses that have not been submitted. Mary reminded everyone the fiscal year ends June 30th and to be sure and has all expenses shortly after that. Balance remaining in our budget is \$10,380.30. It was agreed that Mary could move dollars budgeted in various line items of the budget to where needed to finalize the 12/13 budget year. Move and seconded by Edith/M.J. to approve the Treasurer's report.

Jane reported on the CMP fund raising to date. This is the match needed to be raised by our commission for the completion of the CMP. It was set up that we match \$15,000 per year from our \$40,000 budget which represents our 20% match of the 80% draw on the Federal Grant. The CMP document is forecasted to have a status report sent to current Stakeholder/Contributors. Dave Dahlquist will prepare this document.

Discussion and clarification on the use of the \$500 grant monies that John applied for from the National Office. We still need to decide what we are going to use those dollars for.

Discussion on the GREAT RACE national event. Tyler Dougherty, from Dubuque Area Chamber of Commerce, suggested the MRPC act as hosts when the Great Race participants arrive at the Grand River Center in Dubuque on June 23, 2013, and will require about two hours of our time. We are to be at the Grand River Center at 10:30 Sunday morning to be sure our booth is set up and have all brochures available. The GREAT RACE officials will bring our tent from LaCrosse on the truck and will be set up for us when we arrive. The same is true for the Davenport LeClaire park overnight stop. It will take 3-4 MRPC Commissioners to staff our booth. Edith, John G, and Jane agreed to staff the Dubuque location.

Jay, Debbie J, Patsy, Edith, Larry and Jane will be available for Davenport. We are to welcome the race participants and advise people where they are to go for their lunch or dinner. The Quad Cities venue was reviewed by Patsy. Those helping in Davenport will be Edith, Larry, Jay, Patsy. Patsy stated Joe Taylor ordered CVB t-shirts to be worn at the News Conference and MRPC should wear their T-shirts at that conference as well. Jane had ordered T-shirts from the National Office prior to the meeting. They will be shipped to John Goodman for distribution to Patsy. John Goodman and Patsy will attend the News Conference on June 18 at LeClaire Park. Davenport has two other events occurring that day as well, a B-B-Que and Brew event and Show and Shine event in the Bix venue.

Dave updated the Commission on the inventory being done of the site surveys from MN line to Quad Cities and now scheduling in the next week more activity being done. The visitors' survey is moving forward and they are taking additional effort thru the survey with Becca onsite at different locations intercepting people. In addition to being focused for the traveler/visitor they will do a screening question if they are a resident of the area to pull a different list of questions for those that are not local visitors. This is to obtain a different perspective from the traveler vs. someone local. Dahlquist & Associates will continue to work with the survey locations and are making arrangements to be there at these locations throughout the summer.

Dahlquist suggested making contact with Stakeholders – He feels it is time to use the constant contact list and do an update to the Stakeholders. Brea will be prepared to use the quarterly newsletter that MJ will try to have ready in a couple weeks and coordinate their CMP update with that mailing. The contributors to the CMP project are to be included in the mailing as well as the State legislators. Dave will double check to be sure the State Legislators are all on the mailing list. Dave will send hard copies by mail to those we do not have an email for. The State Transportation committee should be included.

Stakeholders – Dave recommends that this fall we host a series of Stakeholder meetings again to give an update on the CMP to report on the visitor satisfaction survey, discuss the work sessions and framework done by MRPC, and discuss long range alternatives of the use of the CMP, obtain options and purpose of the CMP long term. These meetings will also allow the Stakeholder input on the core functions of the representative organization and its sustainability, and identify projects that local organizations can recognize as a priority. If they are listed in our CMP as a priority then local mayors, councils, and planning agencies can use this as a tool to identify what needs to be developed. Commissioners felt it is imperative the CMP become a useful tool to other organizations for their planning.

The **WEBSITE – Investigate partnering with other By-Ways organizations.** Mary Stahlhut will investigate with the By-Ways what our costs would be and if we can still join forces with the other By-Ways. Jane reported on the proposal received from Lora Friest at Northeast Iowa RC&D for their staff members to assist us with loading the sites and businesses along the GRR into the Iowa GRR website. Commissioners thought this would be too expensive for our very limited budget unless the Iowa DOT authorized additional funding to us it would be very difficult to raise the dollars needed to do this. Mary, John Goodman and Dave Dahlquist agreed to meet to discuss what options we might have with the Byways organizations and DOT assistance.

Mary reported of recent legislation done on Billboards. If DOT changes an Interstate and scenic byway road alignment and the no longer compliant sign is removed, it could be relocated but it would still have to be approved by DOT and finally approved by Federal Hwy in Iowa. This is a rare circumstance in Western Iowa and is not expected to become an issue for the GRR.

Edith reported on Cultural Affairs. All our commissioners responded to Edith and she thanked everyone. The Cultural Affairs National Committee is updating the signage at all Interpretive Centers on the Great River Road. Where signage has not been, new signs are being ordered and those in poor condition will be replaced.

Mary Stahlhut stated she was very proud of the Iowa Commission and the job well done hosting the National Board Meeting in April.

ACTION – Each of us needs to submit a day trip itinerary to the National Office for our County. Jane asked that each Commissioner have their Chamber of Commerce director of local Convention and Visitors Bureau email a day trip in their county to her at jregan@leschenskyins.com

Next meeting is Friday, August 9th at 10:00 at the Lodge in Bettendorf.

Commissioners then took a tour with M.J. Smith to view the new Welcome Center and Riverfront in Guttenberg.

Adjournment – Moved: Larry K/Mary S, Motion Approved. Adjourned at 2:00 p.m.

Respectfully Submitted,

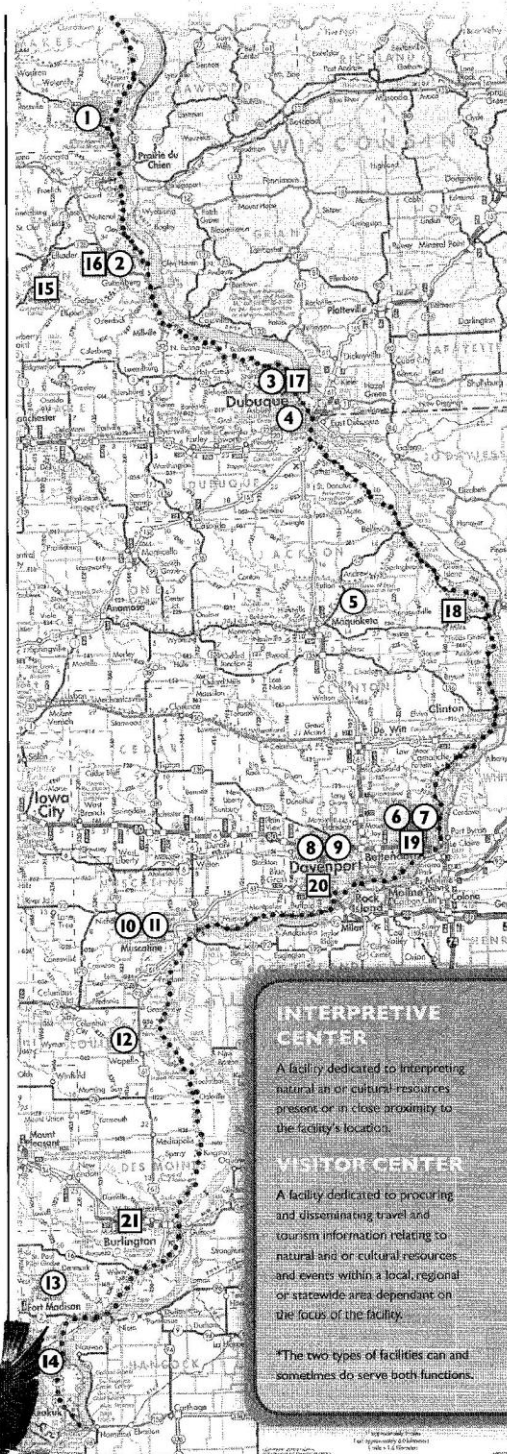
Jane M. Regan,
Acting Secretary
Allamakee County Commissioner

explore *Iowa's* great river road



INTERPRETIVE CENTERS

- 1 Effigy Mounds National Monument**
151 Highway 76, Harpers Ferry / T: (563) 873-3491
The Monument is located in northeast Iowa, along the "Great River Road". It is along HWY 76, 4 miles north of Marquette and McGregor.
- 2 Iowa DNR Guttenberg Fish Hatchery & Aquarium**
317 North River Park Drive, Guttenberg / T: (563) 252-1156
Near Lock and Dam 10, visitors view a wide variety of fish and aquatic wildlife. The aquarium is on the National Register of Historic Places.
- 3 National Mississippi River Museum & Aquarium**
350 East Third Street, Dubuque / T: (563) 557-9545
Large freshwater aquariums, live animal exhibits, hands-on historical exhibits, working boatyard, wetland, National Rivers Hall of Fame, and the Wm. M. Black Boat & Breakfast delights toddlers to grandparents.
- 4 Mines of Spain / E.B. Lyons Interpretive Center**
8991 Bellevue Heights, Dubuque / T: (563) 556-0620
The Meskwaki Indians were some of the earliest inhabitants of this 1387 acre park. French-Canadian fur trader Julien Dubuque mined and traded lead here from 1788 to 1810.
- 5 Hurstville**
18670 63rd St, Maquoketa / T: (563) 652-3783
The Hurstville Interpretive Center is located on an 18 acre wetland and is designed for multiple uses, with an emphasis on environmental education and natural resource protection.
- 6 Mississippi Valley Welcome Center**
900 Eagle Ridge Road, LeClaire / T: (800) 747-7800 x120
The Center sits high on a bluff overlooking the scenic Mississippi River Valley, featuring historical displays, picnic shelters and information on sights and activities throughout the state of Iowa.
- 7 Buffalo Bill Museum**
199 N. Front St., LeClaire / T: (563) 289-5580
The Buffalo Bill Museum collects, preserves, interprets and exhibits artifacts depicting the heritage of the region, particularly life along the Mississippi River and its early pioneers like Buffalo Bill (William F. Cody).
- 8 Putnam Museum of History and Natural Science**
1717 W. 12th St, Davenport / T: (563) 324-1933
Enjoy the Black Earth/Big River nature experience, the award-winning River, Prairie and People History Hall, treasures of the Asian/Egyptian Gallery, unique shopping, and an IMAX theater.
- 9 Nahant Marsh Education Center**
4220 Wapello Ave, Davenport / T: (563) 323-5196
This 513-acre urban wetland, formerly a Superfund Cleanup site, is now home to wildlife and a restored prairie. Hiking trails and boardwalks with interpretive signage are open to the public year-round.
- 10 Muscatine History and Industry Center**
117 West 2nd Street, Muscatine / T: (563) 263-1052
Once known as the "Pearl Button Capital of the World," Muscatine mass produced buttons from freshwater mussel shells. Explore the interactive exhibition of artifacts from the pearl button industry, purchase unique button gifts, and view the innovations of modern "Made in Muscatine" industries.
- 11 Pine Creek Grist Mill**
1884 Wildcat Den Road, Muscatine / T: (563) 263-4337
Pine Creek Grist Mill was built in 1848 by Muscatine County's first settler and was closed in the 1920's. It has been restored to demonstration condition and seems to be the oldest working grist mill between the Mississippi River and the Rocky Mountains.
- 12 Tootlesboro Indian Mounds & Museum**
6568 Tootlesboro Rd, Wapello / T: (319) 523-8381
The Hopewellian mounds at Tootlesboro are among the best preserved and accessible remnants of an ancient culture that flourished from 200 B.C. to 400 A.D.
- 13 Old Fort Madison**
716 Riverview Drive, Fort Madison / T: (319) 372-6318
The Fort is an accurate reconstruction of the first military garrison on the Upper Mississippi and became home to the 1st U.S. Infantry from 1808-1813.
- 14 George M. Verity Riverboat Museum**
415 Blondeau, Keokuk / T: (319) 524-5599
The Verity was the first of four steamships built in 1927 for the revival of cargo transportation on the Mississippi. Originally named the S.S. Thorpe, tour the engine room, sleeping quarters and galley.



INTERPRETIVE CENTER

A facility dedicated to interpreting natural and/or cultural resources present or in close proximity to the facility's location.

VISITOR CENTER

A facility dedicated to procuring and disseminating travel and tourism information relating to natural and/or cultural resources and events within a local, regional or statewide area dependent on the focus of the facility.

*The two types of facilities can and sometimes do serve both functions.

Base map provided by the Iowa DOT

VISITOR CENTERS

- 15 Osborne Nature Center, Iowa Welcome Center**
Hwy 13, 5 miles south of Elkader
T: (563) 245-1516
- 16 Guttenberg Development & Tourism Welcome Center**
323 S. River Park Drive, Guttenberg
T: (563) 252-2323
- 17 Iowa Welcome Center**
300 Main St., Suite 100, Dubuque
T: (800) 798-8844
- 18 Jackson County Welcome Center**
60488 Highway 64, Sabula
T: (563) 687-2237
- 19 Mississippi Valley Welcome Center**
Hwy 67 & Interstate 80,
900 Eagle Ridge Road, LeClaire
T: (800) 747-7800 ext. 120
- 20 Mississippi River Visitors Center**
Arsenal Island, Davenport
T: (308) 794-5338
- 21 Port of Burlington Welcome Center**
400 Front Street, Burlington
T: (319) 752-8731

CONVENTION & VISITORS BUREAUS

Dubuque CVB
300 Main St., Suite 200 / Dubuque, IA 52001
T: (800) 798-4748

Clinton Area CVB
721 S 2nd St., Clinton, IA 52732
T: (563) 242-5702

Quad Cities CVB
102 S. Harrison St. / Davenport, IA 52801
T: (800) 747-7800

Muscatine CVB
102 Walnut St. / Muscatine, IA 52761
T: (800) 257-3275

Burlington CVB
RiverPark Plaza, 610 N. 4th St., Suite 200
Burlington, IA 52601 / T: (319) 752-6365

Fort Madison CVB
614 9th St. / Fort Madison, IA 52627
T: (319) 372-5471

Keokuk Area CVB
401 Main St., Suite 1 / Keokuk, IA 52632
T: (800) 383-1219

INFORMATION SOURCES

National Mississippi River Parkway Commission
P.O. Box 59159, Minneapolis, MN 55459-8207
763-212-2560 | mississippiriverinfo.com
e-mail: info@mississippiriver.com

Iowa Tourism Office
Iowa Department of Economic Development
200 East Grand Avenue, Des Moines, IA 50309
T: (800) 345-IOWA | travellowa.com

Eastern Iowa Tourism Association
P.O. Box 189, Dyersville, IA 52040
T: (800) 891-3482 | easterniowatourism.org
e-mail: etia@easterniowatourism.org

Iowa Department of Transportation
Office of Systems Planning
PO Box 1088, Dubuque, IA 52004-1088

Iowa MRPC
experiencemississippiriver.com/iowa.cfm

America's Byways
byways.org

IOWA GREAT RIVER ROAD COUNTIES

ALLAMAKEE COUNTY

Begin near New Albin and drive south through forests and farmland to Lansing. This old river town gives access to Mt. Hosmer Park, a panoramic view of the Mississippi Valley and the tri-state area. Next, explore Yellow River State Forest – 9,000 acres of public hunting, hiking and fishing. Visitors also have access to 3,000 acres of Mississippi River backwater areas. This area is truly a sports enthusiast's paradise.

CLAYTON COUNTY

Drive south visiting Iowa's only National Monument – *Effigy Mounds*. Try your luck at the casino in Marquette. McGregor has charming historic homes and businesses, with several antique stops. Enjoy *Pike's Peak State Park* overlooking the Mississippi where explorers Marquette and Joliet landed. The road, with bike path, now winds through magnificent bluffs and valleys to Guttenberg, the home of German stone buildings restored as restaurants and a riverfront inn. Visit the *Lockmaster's House Heritage Museum* along the mile-long river front park and walkway. En-route is the historic fishing village, Clayton.

DUBUQUE COUNTY

Home of America's River. Be sure to not miss the *National Mississippi River Museum & Aquarium*, *Dubuque River Rides*, *Arboretum*, *Dubuque Museum of Art*, *Five Flags and Grand Theaters*, *Sundown* ski area, trolley and carriage rides, *Field of Dreams*, and *National Farm Toy Museum*. Ride the *Fenelon Place* cable car and tour the *Mathias Ham House*. Enjoy the *Victorian House* tour and *Progressive Dinner*, *Mystique Casino*, *Diamond Jo Casino* and *Crystal Lake Cave*.

JACKSON COUNTY

South of Dubuque visit St. Donatus founded by skilled stone masons from Luxembourg. Then discover Bellevue with a beautiful riverfront park extending the full length of the town. Watch towboats "locking through" or eagles feeding below the dam. Other sites include a historical museum, the *Bellevue State Park* with its limestone cliffs and renowned butterfly garden. Or experience nature hands on at the 18 acre *Hurstville Lime Kilns Interpretive Center* right off Highway 61. This 18 acre complex includes a wetland, reconstructed prairie, roadside observation deck, trails and bird blind.

CLINTON COUNTY

Where the By-way meets the *Lincoln Highway (U.S. 30)*, you will find Clinton. Our *Riverview Park* with the *Lillian Russell Showboat Theatre*, aquatic center, marina, band shell, and *Alliant Energy Stadium*, home to the *Clinton Lumber Kings* (class A baseball team) sits on the majestic Mississippi River ready to entertain a diverse range of guests. Just north on Highway 67 you can view the widest point on the upper Mississippi River from a viewpoint in *Eagle Point Park*. The *Bickelhaupt Arboretum*, the *Felix Adler Children's Discovery Center*, The *Clinton County Historical Society Museum* and the *River Art Center* are open for tourism activity. The new *Candle Light Restaurant* on the riverfront has a perfect view of Old Man River and offers eagle watching in the winter. The *Wild Rose Casino and Resort* is located at the junction of Highway 30 and the *Milk Creek Expressway*.

SCOTT COUNTY

Visit the new *IMAX® Theatre & Putnam Museum*, *Bettendorf Family Museum* for children, *Buffalo Bill Museum*, and *Fejervary Children's Zoo*. Try your luck on the *Isle of Capri Casino*–*Bettendorf* or *Rhythm City Casino*–*Davenport* or take a cruise on the *Channel Cat Water Taxi*, *Celebration Belle* or *Twilight*. View agricultural exhibits at *John Deere Commons*. Enjoy festivals – *Bix Beiderbecke* weekend with *Bix 7* and *Junior Bix 7* road race, *Jazz festival* and *street fair*, and *Mississippi Valley Blues Fest*, *Quad City Festival of Trees*, *Beaux Arts Fair*. Shop at historic *Village of East Davenport*, quaint antique boutiques and two major shopping malls.

MUSCATINE COUNTY

Active and diverse, Muscatine is a community tucked between two river bluffs and is filled with many surprises. Come and experience our first-rate recreational facilities such as *Wildcat Den State Park*, *Shady Creek*, *Fairport Fish Hatchery* and *Weed Park* with the new *Aquatic Center*. Our renowned *Muscatine Art Center* and the *History and Industry Center* offer a glimpse of Muscatine's rich history. While you're here, don't forget to stroll along the streets of the historic downtown business district and visit the many unique retail shops.

LOUISA COUNTY

Louisa County is located at the confluence of the Iowa and Cedar Rivers. The Iowa River flows mostly southeast to near Oakville where it joins the Mississippi River. Naturally, the area is characterized by broad floodplains containing many wetlands and marsh areas including the *Mark Twain Wildlife Refuge*. The adjacent wooded bluffs were favorite sites for Native Americans because of the abundance of nearby forage, fish, wildlife and waterfowl. Toolesboro has a series of Indian mounds and a fine visitor center.

DES MOINES COUNTY

Start your tour of historic Burlington at the *Port of Burlington Iowa Visitors Center* on the Mississippi by the imposing *Great River Bridge*. Visit the *Catfish Bend Riverboat Casino* and walk past the site of the *First Iowa Territorial Capital* to the charming downtown *West Jefferson Street Historic District*. Tour the nearby *Heritage Hill Historic District* with its grand homes including the *Phelps House*, just one of three *Des Moines County Historical Society Museums*. Walk down famous curvy *Snake Alley*. Don't miss Burlington's beautiful parks with their stunning views of the Mississippi River.

LEE COUNTY

History lives on, by way of authentically-dressed historic interpreters at *Old Fort Madison*, our accurate reconstruction of the first military fort on the upper Mississippi. Sharing the beautiful *Riverview Park* with the Fort, you'll also find *Santa Fe Engine 2913* and the *Old Santa Fe Depot Historic Center*. You can also view the world's largest double-decker swing Span bridge, watching it open and close to allow barge traffic through, and counting the nearly 100 trains that cross the bridge daily!

Along the Byway

You're invited! Great River Road Stakeholder Meetings

Launching a new planning initiative to fuel the economic engine that is the Iowa Great River Road – stakeholder meetings are announced

Since its designation by the U.S. Secretary of Transportation as one of only 150 National Scenic Byways in the United States, Iowa Great River Road projects have been awarded nearly 8 million dollars in grants throughout the 10 Iowa counties which border the Mississippi River.

Projects supported by these grants include the National Mississippi River Museum and Aquarium in Dubuque, the Clinton County Eco Tourism Center, the Louisa Interpretive Center in Louisa County, the restoration of the Fort Madison Depot, the expansion of the E.B. Lyons Interpretive Center in Dubuque, the marina in downtown Guttenberg, and a variety of trails and bike paths. The Iowa Great River Road is managed by the Iowa Mississippi River Parkway Commission, an organization created by the State of Iowa to steward and promote the route.

The Commission's members each reside in one of the 10 Iowa Mississippi River counties and are appointed by the Governor. The Iowa Great River Road is an important segment of the 10-state, 3,000-mile long national Great River Road meandering on both sides of the Mississippi River from Minnesota to the Gulf of Mexico. The National Mississippi River Parkway Commission and the Great River Road were established in 1938 under President Franklin Roosevelt.

The meeting schedule follows at right. For more information about the stakeholder meetings, you are invited to contact Breann Bye (breannashlie@hotmail.com or 641 521-9340) or David L. Dahlquist (ddahlquist@mchsi.com or 515 326-1593).

Iowa Mississippi River Parkway Commission Newsletter

VOLUME 20 MARCH 2012

John Goodmann, Chair of the Iowa Mississippi River Parkway Commission, emphasizes, "The Iowa Great River Road is a world-class destination for travelers with its abundant natural and cultural resources, and we encourage everyone who values this national treasure to make time to attend our stakeholder meetings."

Meeting Schedule

Monday, March 26, 2012: Burlington
Meeting Location: Des Moines County Heritage Center, 501 North 4th Street
Meeting Times: 3 PM CDT and 7 PM CDT

Wednesday, March 28, 2012: Bettendorf
Meeting Location: Bettendorf Library, 2950 Learning Campus Drive
Meeting Times: 3 PM CDT and 7 PM CDT

Tuesday, April 10, 2012: McGregor
Meeting Location: McGregor Marquette Center for the Arts, 158 Main Street
Meeting Time: 3 PM CDT

Wednesday, April 11, 2012: Dubuque
Meeting Location: Historic Federal Bldg; 2nd Floor
Meeting Times: 3 PM CDT and 7 PM CDT

Thursday, April 12, 2012: Camanche
Location: Clinton County Eco Tourism Center, Rock Cr. Marina & Campground, 3942 Shafon Rd.
Meeting Times: 3 PM CDT and 7 PM CDT

Tuesday, April 24, 2012: Muscatine
Meeting Location: Riverview Ctr., 110 Harbor Dr.
Meeting Times: 3 PM CDT and 7 PM CDT

Stakeholder Meetings, continued:

Iowa MRPC Chair Goodmann continues, "For over a decade the Iowa Great River Road has attracted millions of dollars in federal, state, and local funding. Now the Commission needs its stakeholders to help plan the Great River Road's next chapter of growth and effectiveness."

The business and development plan for a byway is technically called a "corridor management plan", a document which guides resource protection, marketing, partnership organizing, and strategies for sharing the unique culture and history of the byway. The original Corridor Management Plan was written in 2000 and has supported many communities and organizations in their efforts to secure federal funding and local dollars to develop projects throughout the 10 counties.

The Iowa Mississippi River Parkway Commission was awarded a National Scenic Byway Program grant in 2011 to update the aging plan and has hired the firm of David L. Dahlquist Associates of Des Moines, a national leader in byway planning, to develop a new corridor management plan for the Iowa Great River Road. The planning process will take approximately 2-3 years and will focus on building and strengthening partnerships throughout the region and identifying innovative strategies for attracting visitors and enhancing the livability of communities along the Iowa Great River Road.

"Every Mississippi River community, county, economic development group, public agency and non-profit organization has a stake in the future of the Iowa Great River Road. Their representatives need to voice their ideas for how the Great River Road can best serve stakeholders and visa versa," urged Patsy Ramacitti, Pilot Emeritus of the National Mississippi River Parkway Commission.

Informative stakeholder meetings will be 90 minutes long and interested citizens are encouraged to attend whichever session is most convenient, regardless of where they live.

MEET JANE REGAN ALLAMAKEE COUNTY COMMISSIONER



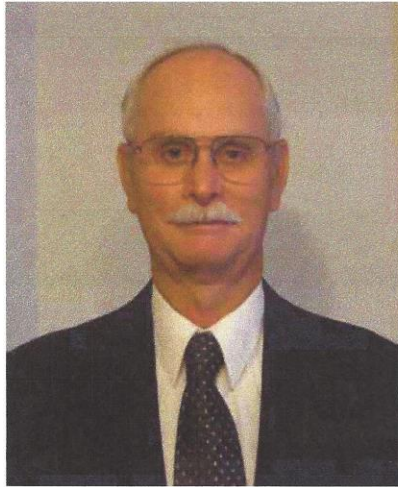
I am volunteering as an MRPC Commissioner because I have enjoyed kayaking on the Mississippi River since 1996 when Iowa celebrated its Sesquicentennial. I was involved with the planning of the border-to-border canoe/kayak trip which Iowa's 10 river counties hosted. That was an experience of education and history I'll never forget. It also deepened my love of the Mississippi River and the Great River Road; and now find it is my preferred and most travelled route.

I live in one of the most unique areas of Iowa. First time visitors are awe struck and I am volunteering to share the beauty, history, culture and recreational opportunities of this area and all of the attractions along the 10-State Great River Road.

My favorite and most breathtaking drive is the decent into Guttenberg on Highway 52. My favorite scenic overlooks are Mount Hosmer at Lansing and Pikes Peak State Park near McGregor.

With the 75th anniversary of the Great River Road fast approaching in 2013, I hope we can showcase events of national and international flare that will enhance the traveler's experience of the Mississippi River and the Great River Road.

MEET LARRY KRUSE
LEE COUNTY COMMISSIONER



I serve as a commissioner because the MRPC is a good way to promote the Mississippi River and its tourism value.

I have always enjoyed driving the section between Keokuk and Montrose. Although it is not the quickest way to travel between these cities, the drive is relaxing.

My interest includes working to complete the bike trail in Lee County, addressing safety issues along the route.

Completion of the bike trail may help prevent future accidents, and provide more scenic area for bikers.

The Federal Highway Administration funds this newsletter. Send submissions to: mjsmith@alpinecom.net

MEET EDITH PFEFFER
CLINTON COUNTY COMMISSIONER



As a lifelong Eastern Iowan, I have dedicated my life to the improvement of Iowa. Serving on a state board such as the MRPC affords me a unique opportunity to give back to all Iowans by promoting our great State and its treasures.

Over the last 41 years, my life in Clinton has been enriched by the Great River Road and the wonderful benefits it affords citizens and tourists. My fondest memories include Sunday afternoon visits to locks and dams, bald eagles watching, admiring fall colors, summer evening walks along the bike trails, and lunchtime picnics on the banks of the Mississippi River. Each memory shares a common thread—the Mississippi River and the Great River Road. To me it is more than just a route, it is a destination.

My immediate vision is to promote two new attractions in Clinton County: the Sawmill Museum, and the Eco Center, currently under construction, which will feature displays of Mississippi River aquatic life. My broader vision is to collaborate with other communities to mark the 75th anniversary of the Great River Road.



Iowa Mississippi River Parkway
Commission
PO Box 1088
Dubuque, IA 52004-1008

*Along the Byway is published for
stakeholders of the Great River Road.*

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Inside this issue:

**Make plans now to attend the 2012
Stakeholder Meetings – and help shape
the future of Iowa's Great River Road**

Meet New MRPC Commissioners

Along the Byway...

Iowa Mississippi River Parkway Commission Newsletter



Greetings!

Welcome to the first electronic issue of *Along the Byway*. The Iowa Mississippi River Parkway Commission creates this newsletter for stakeholders along's **Iowa's Great River Road**. If you prefer to continue to receive the hard copy version of our news, please reply to this email using PREFER PAPER in the subject line. We will add you to our U.S. Postal Service mailing list.

National Scenic Byways Program Grants Recently Celebrated

The Iowa Mississippi River Parkway Commission along with the Iowa Department of Transportation are proud to announce that the Federal Highway Administration and the US Secretary of Transportation have awarded the following National Scenic Byways Program Grants to projects associated with the Iowa Great River Road. In this last round of discretionary funding offered exclusively to byways, the accumulated value of the grants award to the Iowa Great River Road was the largest amount awarded to any byway in the United States.

Iowa Great River Road National Scenic Byway Signage-
\$346,160 to support new byway signage throughout the ten river counties in Iowa.

Great River Road and Driftless Area Byway Visitor Center -
\$1,361,400 to develop a new visitor center with traveler amenities on the Great River Road National Scenic Byway, overlooking the Mississippi River Valley at Lansing.

Great River Road Marquette Overlook - \$332,800 to improve the Marquette-Joliet Bridge scenic overlook observation deck.

Great River Road Port Louisa Rest Area - \$200,000 provides a rest stop for byway travelers with interpretation of Mississippi River

Your Iowa MRPC

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Dubuque County
Email: jgoodmann@real-good.com

Secretary Deb Jochims
Des Moines County
Email: debjochims@aol.com

Treasurer Jane Regan
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Email: edithpfeffer@yahoo.com

John Oberhaus

natural resources.

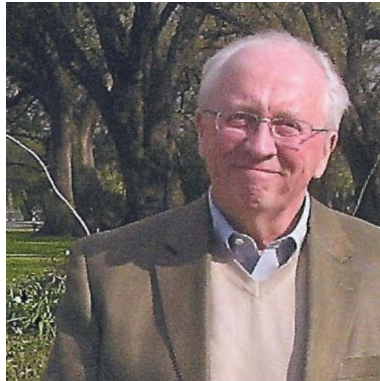
Louisa County Great River Road Bicycle Lane - \$1,350,000 to pave a roadway shoulder to provide a smooth travel space for bicycling.

Great River Road Mississippi River Trail in Riverdale - \$494,956 to construct a critical 1.3 mile section of the Mississippi River Trail along Iowa's Great River Road.

Corridor Management (CMP) Plan Update

David Dahlquist and Breann Bye of David L. Dahlquist Associates are leading the Iowa MRPC and you, our stakeholders, through the Corridor Management Plan Update.

Following stakeholder meetings held in the spring of 2012, the commission has identified core activities along this beloved byway, which include functions such as promoting attractions and wayfinding. The MRPC is also now considering a blueprint for accountable decision-making. The Commission serves as the parent organization for the Iowa Great River Road National Scenic Byway and an important result of the CMP will be to consider mandates, directives, and goals to help serve you, our stakeholders, and effectively serve the visitors to the Iowa Great River Road.



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For more information about the Iowa Great River Road and for updates during the planning process, please "like" us on Facebook!

Like us on Facebook 

Results are in! Iowans love a beautiful drive.

Findings from the IOWA 2012 SURVEY FOR THE STATE COMPREHENSIVE OUTDOOR RECREATION PLAN (SCORP), which was conducted for the Iowa Department of Natural Resources, has been released.



The study entailed a telephone survey of randomly selected Iowa residents.

How do Iowans participate in outdoor recreation?

The highest rates of participation are in walking (89%), picnicking, barbecuing, or cooking out (83%), driving for pleasure (56%), family oriented activities other than picnicking, barbecuing, or cooking out (52%), swimming (49%), fishing (46%), and observing, feeding, or photographing wildlife around or within 1 mile of home (44%).

The Iowa MRPC, together with you our stakeholders, advocates for the Great River Road, a byway recognized nationally for its driving pleasure.

National Scenic Byways Program Changes

The federal program, which has supported multiple national scenic byway projects in communities along the Great River Road (like those announced at the top of this newsletter) has been discontinued. Iowa Department of Transportation (DOT) staff have been studying the way forward through implementation of the Transportation Alternatives Program (TAP). Recommendations will likely be considered at the January 2013 of the Iowa DOT Commission.



Photograph Caption: From left, Guttenberg City Manager Barry Dykhuizen and Guttenberg Development and Tourism Director Mary Beth Theis recently toured the Great River Road route through their Clayton County community and recommended signage updates.

News and Notes

Mark R. Lawson of Maquoketa has recently been named by Governor Branstad to represent Jackson County on the Iowa MRPC.

On April 25-27, 2013 members of the national Mississippi River Parkway Commission will meet in the Quad Cities. Iowa is proud to welcome visitors from the ten river states.

Along the Byway...

Iowa Mississippi River Parkway Commission Newsletter



Greetings!

Welcome to the second electronic issue of *Along the Byway*. The Iowa Mississippi River Parkway Commission creates this newsletter for stakeholders along's **Iowa's Great River Road**. If you prefer to continue to receive the hard copy version of our news, please reply to this email using **PREFER PAPER** in the subject line. We will add you to our U.S. Postal Service mailing list.

The Great Race comes to Iowa June 23-24

The Iowa MRPC is proud to welcome The Great Race to Mississippi River Communities June 23-24. The 2013 Great Race route traces the Mississippi River down across the Central United States and the winner will collect \$50K.



What is the Great Race?

The Great Race is an antique, vintage, and collector car competitive controlled-speed endurance road rally on public highways. It is not a test of top speed. It is a test of a driver/navigator team's ability to follow precise course instructions and the car's (and team's) ability to endure on a

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cross-country trip. The course instructions require the competing teams to drive at or below the posted speed limits at all times.

How does the Great Race work?

Each day the driver and navigator team receives a set of course instructions that indicate every turn, speed change, stop, and start that the team must make throughout the day (usually 220 to 250 such instructions per day). Along the course route there will be from 4 to 7 checkpoints recording the exact time that the team passes that point. The objective is to arrive at each checkpoint at the correct time, not the fastest. The score for each team is the result of the team's ability to follow the designated course instructions precisely.

Stops planned in Dubuque and Davenport

Great Race leaves LaCrosse, WI Sun. June 23 at 8:30 am
Arrives for Lunch, Grand River Center in Dubuque at 12:10 pm

Continuing to LeClaire Park, Davenport, arriving for overnight stop at 5:10 pm

Departing Davenport June 24 at 8 am.

Learn more at: <http://www.greatrace.com>

Great River Road National Scenic Byway Celebrates 75th Anniversary



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For more information
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River Road and for
updates during the
planning process, please
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The Iowa Mississippi River Parkway Commission is excited to celebrate the 75th Anniversary of the Great River Road National Scenic Byway.

In 1938, the governors of the 10 river states developed the concept of a transcontinental Great River Parkway along the Mississippi River. Choosing to conserve precious resources, among them land, time and dollars, they decided rather than building a new continuous road, the existing network of rural roads and then-fledgling highways that meandered and crisscrossed the river would become the Great River Road. The green Pilot's Wheel road sign that marked the route of the new byway more than seven decades ago still heralds the road today.

As one of the oldest, longest and most unique scenic byways in North America, the Great River Road offers respite to millions of travelers seeking a getaway - from a leisurely day's drive to an extended vacation. Nearly 3,000 miles long and running through 10 states along the Mississippi River, the Great River Road has offered a gateway to the river valley's great history, the blending of cultures and a host of recreational options to all who journey it for three-quarters of a century and counting.

Plan a day's drive or a month-long excursion along the Great River Road National Scenic Byway with the help of www.experiencemississippiriver.com. Here you'll find

information on all the states' interpretive centers, upcoming events and must-see attractions, along with suggested itineraries and maps to help plan a trip that's just right for you.

Keep following *Along the Byway* for 75th Anniversary events in Iowa

Rep. Ron Kind (WIS) proclaims Great River Road 75th Anniversary in US House of Representatives, text follows:

I rise before you today to celebrate the 75th anniversary of the Great River Road; one of our Nation's most historic and extensive scenic byways.

Spanning nearly 3,000 miles from Canada to the Gulf of Mexico, the Great River Road traces its origins back to a time when Franklin Roosevelt was President and the automatic transmission was the cutting edge of automotive technology. In 1938, governors from 10 States came together to form the planning commission for what was initially envisioned as a continuous national parkway extending along the entire length of the Mississippi River. Over the next two years the U.S House of Representatives Committee on Public Lands held hearings to authorize a feasibility study of the parkway concept. While popular, the idea was soon overshadowed in the wake of the Second World War.

More than a decade passed before a feasibility study was finally completed by the Bureau of Public Roads in 1951. Finding the construction of an entirely new parkway to be too expensive, the study offered an alternative proposition; the development of a scenic route built from the existing network of rural roads and highways that meandered and crisscrossed the Mississippi River. This route, now known as the Great River Road, is a testament to the cooperative effort of States and the Federal Government working together with local communities to preserve the many historic features and

natural beauties of the Mississippi River Valley.

Today the Great River Road offers travelers not just a leisurely scenic drive but a unique and lasting journey through diverse communities and landscapes; from charming river towns to lush forests, from bluffs to the delta, from big city to sprawling rural vistas. The Great River Road is truly a national treasure. It is with great pride that I rise today to commemorate the 75 years of hard work and dedication that have gone into developing and preserving the Greater River Road so that it will continue to serve as a gateway to the rich heritage of the Mississippi River for future generations.

Iowa MRPC convenes Cassville Ferry meeting



Commissioners Jane Regan and M.J. Smith, of the Iowa MRPC, met with a group of stakeholders at the Cassville Ferry Landing on June 6.

The Turkey River Landing was flooded due to recent heavy rains, but that did not stop (in photo, from left) US Fish and Wildlife Staffer Richard King, together with Cassville Harbor Commissioner Joseph Ploessl and Cassville Village President Keevan Williams from wading through a quarter mile of river to get to the meeting on the gravel road approaching the landing.

The field site group also included Clayton County Supervisor Ron McCartney, Iowa Byways Coordinator Mary Stahlhut, Guttenberg Development and Tourism representatives Dwight Hughes and Mary Beth Theis, Upper Explorerland Director Shelly Howe, River Park Place Owner Lori Wallace, PromiseLand Winery Owner Pat Wachendorf, and Cassville Harbor Commissioner Steve Staebler who discussed incremental improvements to the byway visitor's experience.

The ideas exchanged included continued effective dust control on the gravel road from the landing to the Great River

Road, improved signage to direct and welcome visitors to Iowa, benches, updated information on the existing kiosk, and a marketing campaign to "Welcome ferry travelers to the wild side of Iowa."

The Iowa MRPC will continue to communicate with Cassville Harbor Commissioners about working together to move the ideas forward.

Planning a bike trip along the Mississippi River?

Visit the new website:

www.iowadot.gov/iowabikes/bikemap/home.html